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## **AAU promotes community participation through marketing**

Within the framework of the university's efforts to enhance the spirit of knowledge between students and faculty members, the College of Business at Al Ain University of Science and Technology, Abu Dhabi Campus, organized a lecture entitled "Community Participation Development in public affairs through marketing tools" presented by HE Ahmad Shabeeb Al Dhaheri, General Secretary of the Federal National Council, in the presence of academic staff and AAU students.

Al Dhaheri spoke during the lecture about the Federal National Council organization, its strategy and the elections of the Council. He also presented a number of scientific models of electoral plans, referring to the most important strategic achievements of the FNC internally and externally.

HE Al Dhaheri expressed his happiness to present this lecture at the Al Ain University. He

pointed out that the aim of this lecture is to develop the competencies of new generations who will contribute to the UAE development.

Dr. Amer Qasem, AAU Vice President, said that the activities organized by Al Ain University come within the framework of its vision and strategy to ensure educational outputs that meet the requirements of the labor market and link academic content with practical application and real development in educational methods.

At the end of the lecture, Al Ain University of Science and Technology honored Al Dhaheri in recognition of his continuous efforts in promoting and developing the culture of the society, especially the university students.

[Press Release Link](#)